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SINDH MASS TRANSIT AUTHORITY  
TRANSPORT AND MASS TRANSIT DEPARTMENT  
GOVERNMENT OF SINDH

NOTESHEET

Dated: 31/03/21

**SUBJECT: PROCUREMENT OF CONSULTING SERVICES (FIRM) FOR DESIGN, DEVELOPMENT AND MAINTENANCE OF A WEBSITE FOR SMTA (KARACHI MOBILITY PROJECT)**

The PUC is a letter received from the Project Director, Yellow Line BRTS on the subject captioned above dated 15<sup>th</sup> March, 2021 is hereby attached.

2. In this regard, the TORs have been finalized and approved by the World Bank for the Consultancy services (Firm) for Design, Development and Maintenance of a Website for SMTA (Karachi Mobility Project). Therefore, please suggest either to constitute a new Consultant Selection Committee (CSC) for this activity or may continue with the existing CSC for Karachi Mobility Project. The World Bank has suggested to continue all Consultancies with the existing CSC notified by SGA&CD.

3. The Competent Authority may approve the suitable option or deemed as appropriate.

  
31/03/2021  
MANAGING DIRECTOR, SMTA

4. SECRETARY, TMTD:

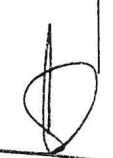
*Existing CSC if no  
other legal hitch is there*

*1/4*

*M.D*  
The existing CSC will perform all the  
Procurement of Consulting Service for yellow  
line project.

*PD yellow line*

*Please convene a meeting of CSC  
to discuss the subject case in next  
week.*

  
15/4/2021

7. (MD)

File received on 29-4-2021, Subsequently the  
matter was discussed with PD yellow line to  
convene a meeting after 16<sup>th</sup> May, 2021.

MD, SMTA

Please propose date after Consultation  
with Members

D. D. D.  
3/5/2021.

[Signature]  
08/5/2021

PD yellow line

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REMINDER – I



**GOVERNMENT OF SINDH**  
**Karachi Mobility Project**  
**(YELLOW LINE BRTS)**  
**SINDH MASS TRANSIT AUTHORITY**  
**TRANSPORT & MASS TRANSIT DEPARTMENT**

No. PD/YLC/SMTA/2021/L.127

Karachi Dated: 24<sup>th</sup> March 2021

To,

The Managing Director,  
Sindh Mass Transit Authority,  
Transport & Mass Transit Department,  
Government of Sindh,  
Karachi

*Handwritten signature and date:*  
24/03/2021

**SUBJECT: Procurement of Consulting Services (Firm) for Design, Development and Maintenance of a WEBSITE for SMTA (Karachi Mobility Project)**

In continuation to the letter No. PD/YLC/SMTA/2021/L/92 dated 1<sup>st</sup> March 2021, it is hereby reminded to expedite the process of procurement of consulting services (firm) for website development and to place the case before committee for further necessary action.

*Handwritten signature and date:*  
A. C.  
**IMRAN BHATTI**  
PROJECT DIRECTOR

A copy is forwarded for information to:-

1. Communication Specialist – Focal person for Website Development.
2. PS to Secretary, Transport & Mass Transit Department, GoS.
3. Master File



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GOVERNMENT OF SINDH  
Karachi Mobility Project  
(YELLOW LINE BRTS)  
SINDH MASS TRANSIT AUTHORITY  
TRANSPORT & MASS TRANSIT DEPARTMENT

No. PD-YLC/SMTA/2021 L/92

Karachi Dated: ~~24<sup>th</sup>~~ February 2021

1<sup>st</sup> March

To.

The Managing Director,  
Sindh Mass Transit Authority,  
Transport & Mass Transit Department,  
Government of Sindh,  
Karachi

**SUBJECT: Procurement of Consulting Services (Firm) for Design, Development and Maintenance of a WEBSITE for SMTA (Karachi Mobility Project)**

As part of the Communication Strategy, the Project Management Team (PMT) has proposed to develop a dynamic website for SMTA to disseminate relevant information and to create awareness to all stakeholders.

2. As per the procurement plan dated 11<sup>th</sup> February 2020 (Annexure-A), the World Bank initially planned to hire an "Individual Consultant for Web Development under the "Individual Consultants" category and the estimated amount was settled to be \$7000/. However, as per Annexure-B, dated 30<sup>th</sup> November 2020, the World Bank advised to outsource a firm instead of an individual web-developer for the design, development and maintenance of the website under one multi-year contract (4 years Contract), the value of the contract was initially suggested to be \$15,000/ but later agreed to be \$20,000/ through an email dated: 17<sup>th</sup> December 2020 – Annexure-C.

3. Furthermore, the World Bank team through an email dated 17<sup>th</sup> December 2020 (Annexure-C), advised to add the above mentioned activity in STEP and in accordance with the World Bank procurement regulations, the selection methodology should be Consultant's Qualification Based Selection (CQS) method which is referenced hereunder:

*7.11 The Borrower shall request expressions of interest (REOI), by attaching the TOR to the REOI. At least three qualified firms shall be requested to provide information about their relevant experience and qualifications. From the firms that have submitted an EOI, the Borrower selects the firm with the best qualifications and relevant experience and invites it to submit its technical and financial Proposals for negotiations. Advertisement of REOIs is not mandatory.*

*7.12 CQS is appropriate for small assignments or Emergency Situations in which preparing and evaluating competitive Proposals is not justified.*

4. In continuation to the above, the detailed Terms of Reference (Annexure-D) after an approval of the World Bank were submitted in STEP and a "No Objection" was accorded by the Bank (Annexure-E). It is also pertinent to mention that this is a post-review

*Sw*  
01/03/2021



activity. In addition to it, the website development firms have been shortlisted and the Bank has suggested proceeding further with the next steps (Annexure-F).

5. Pursuant to notification No:SO(C-IV) SGA&CD/Notification-Trpt/2020 dated 13<sup>th</sup> May 2020, the Consultant Selection Committee (CSC) shall carry out entire process of hiring of Procurement Consultancy Services under ADP Scheme No.1908 (2020-21). Karachi Urban Mobility Project – Yellow Line BRTs Project.

6. In accordance with above notification, the aforementioned activity falls into consulting firms, hence, the CSC may carry out the entire process of hiring of procurement of consultancy services for Design, Development and Maintenance of a Website for SMTA (Karachi Mobility Project).

7. Therefore, the Request for Expression of Interest (REOI) is hereby submitted to the Chairman, CSC to place the case before committee for further necessary action (Annexure-G).

  
IMRAN BHATTI  
PROJECT DIRECTOR  


A copy is forwarded for information to:-

1. Mr. Said Dahdah, Task Team Leader, World Bank, Karachi Mobility Project
2. Communication Specialist – Focal person for Website Development.
3. Master File

## PROCUREMENT PLAN (Textual Part)

**Project information: Pakistan – Karachi Mobility Project – P166732**

**Project Implementation agency: Sindh Mass Transit Authority (SMTA)**

**Date of the Procurement Plan: 11 February 2020**

**Period covered by this Procurement Plan: August 2025**

### Preamble

In accordance with paragraph 5.9 of the "World Bank Procurement Regulations for IPF Borrowers" (July 2016 updated November 2017) ("Procurement Regulations") the Bank's Systematic Tracking and Exchanges in Procurement (STEP) system will be used to prepare, clear and update Procurement Plans and conduct all procurement transactions for the Project.

This textual part along with the Procurement Plan tables in STEP constitute the Procurement Plan for the Project. The following conditions apply to all procurement activities in the Procurement Plan. The other elements of the Procurement Plan as required under paragraph 4.4 of the Procurement Regulations are set forth in STEP.

**The Bank's Standard Procurement Documents:** shall be used for all contracts subject to international competitive procurement and those contracts as specified in the Procurement Plan tables in STEP.

**National Procurement Arrangements:** In accordance with paragraph 5.3 of the Procurement Regulations, when approaching the national market (as specified in the Procurement Plan tables in STEP), the country's own procurement procedures may be used.

When the Borrower uses its own national open competitive procurement arrangements as set forth in the most updated Sindh PPRA Rules, such arrangements shall be subject to paragraph 5.4 of the Procurement Regulations and the following conditions.

1. The eligibility of bidders shall be as defined under Section III of the Procurement Regulations. Accordingly, no bidder or potential bidder shall be declared ineligible for contracts financed by the Bank for reasons other than those provided in Section III of the Procurement Regulations.
2. For national open competitive procurement, only the model procurement documents acceptable to the World Bank, shall be used.
3. The request for bids/request for proposals document shall require that Bidders/Proposers submitting Bids/Proposals present a signed acceptance (in the form attached) at the time of bidding, to be incorporated in any resulting contracts, confirming application of, and compliance with, the Bank's Anti-Corruption Guidelines, including without limitation the Bank's right to sanction and the Bank's inspection and audit rights.

4. Procurement Documents include provisions, as agreed with the Bank, intended to adequately mitigate against environmental, social (including sexual exploitation and abuse and gender-based violence), health and safety ("ESHS") risks and impacts
5. Access to procurement opportunities shall not be restricted to firms that have pre-registered and/or paid a registration fee.
6. No preference of any kind shall be given to national bidders in the bidding process.
7. When other national procurement arrangements (other than national open competitive procurement) are applied by the Borrower, such arrangements shall be subject to paragraph 5.5 of the Procurement Regulations.

When other national procurement arrangements other than national open competitive procurement arrangements are applied by the Borrower, such arrangements shall be subject to paragraph 5.5 of the Procurement Regulations.

*Leased Assets as specified under paragraph 5.10 of the Procurement Regulations:* Not Applicable

*Procurement of Second Hand Goods as specified under paragraph 5.11 of the Procurement Regulations:* Not Applicable

*Domestic preference as specified under paragraph 5.51 of the Procurement Regulations (Goods and Works):* Not applicable for those contracts identified in the Procurement Plan tables

**Other Relevant Procurement Information:** None.

**PROCUREMENT PLAN** Pakistan : Karachi Mobility Project

**General Information**

Country: Pakistan  
 Project ID: P166792  
 Project Name: Karachi Mobility Project  
 Loan / Credit No: IBRD / 466501  
 Executing Agency(ies): South Mass Transit Authority  
 Bank's Approval Date of the Original Procurement Plan: 2/28/2012  
 Revised Plan Details (comma delimited, leave blank if not applicable):  
 OPN Date: 2/28/2012

Activity Reference No. / Description	Loan / Credit No.	Component	Review Type	Method	Market Approach	Procurement Process	Prequalification (Y/N)	High SRA/SI Risk	Procurement Mechanism Type	Estimated Amount (USD)	Actual Amount (USD)	Project Status	Draft Prequalification Documents	Prequalification Evaluation Report	Draft Bidding Document / Justification	Specific Procurement Notice / Invitation	Bidding Documents as Issued	Proposal Submission / Opening / Minutes	Bid Evaluation Report and Recommendation for Award	Signed Contract	Contract Completion

Activity Reference No. / Description	Loan / Credit No.	Component	Review Type	Method	Market Approach	Procurement Process	Prequalification (Y/N)	Estimated Amount (USD)	Actual Amount (USD)	Project Status	Draft Prequalification Documents	Prequalification Evaluation Report	Draft Bidding Document / Justification	Specific Procurement Notice / Invitation	Bidding Documents as Issued	Proposal Submission / Opening / Minutes	Bid Evaluation Report and Recommendation for Award	Signed Contract	Contract Completion
TRANSFORMING PUBLIC AND INSTITUTIONAL TRANSPORTATION SYSTEMS	IBRD 466501	Upgrade Public and Institutional Transport	Proc	Request for Quotation	Open - National	Single Stage - Low Envelope		2153.00	2153.00	Completed								2012/12/18	2012/12/18
TRANSFORMING PUBLIC AND INSTITUTIONAL TRANSPORTATION SYSTEMS	IBRD 466501	Upgrade Public and Institutional Transport	Proc	Request for Quotation	Open - National	Single Stage - Low Envelope		2153.00	2153.00	Completed								2012/12/18	2012/12/18
TRANSFORMING PUBLIC AND INSTITUTIONAL TRANSPORTATION SYSTEMS	IBRD 466501	Upgrade Public and Institutional Transport	Proc	Request for Quotation	Open - National	Single Stage - Low Envelope		2153.00	2153.00	Completed								2012/12/18	2012/12/18

Activity Reference No. / Description	Loan / Credit No.	Component	Review Type	Method	Market Approach	Procurement Process	Prequalification (Y/N)	Estimated Amount (USD)	Actual Amount (USD)	Project Status	Draft Prequalification Documents	Prequalification Evaluation Report	Draft Bidding Document / Justification	Specific Procurement Notice / Invitation	Bidding Documents as Issued	Proposal Submission / Opening / Minutes	Bid Evaluation Report and Recommendation for Award	Signed Contract	Contract Completion

Activity Reference No. / Description	Loan / Credit No.	Component	Review Type	Method	Market Approach	Procurement Process	Estimated Amount (USD)	Actual Amount (USD)	Project Status	Terms of Reference	Expression of Interest / Request for Proposals	Short List and Draft Request for Proposals	Request for Proposals as Issued	Opening of Technical Proposals / Minutes	Evaluation of Technical Proposal	Conditional Evaluation Report and Draft Negotiated Contract	Signed Contract	Contract Completion
TRANSFORMING PUBLIC AND INSTITUTIONAL TRANSPORTATION SYSTEMS	IBRD 466501	Urban Road Rehabilitation - Urban Corridor	Proc	Valid And Open Tender Selection	Open - International		15,000,000.00	15,000,000.00	Completed	2010/01/11	2010/01/11	2010/01/11	2010/01/11	2010/01/11	2010/01/11	2010/01/11	2010/01/11	2010/01/11

PK-SMTA-190995-CS-QCBS / Project Management Consultant it to be procured to ensure professional, efficient and optimal facilitation and coordination of the Project activities and assist the Project Management Team and ensure capacity building to SMTA.	IBRD / 89950	Capacity Building and Technical Assistance	Prior	Quality And Cost Based Selection	Open - International		1,000,000.00	0.00	Pending Implementation	2020-10-20	2020-11-02	2020-12-31				2021-02-11	
PK-SMTA-190998-CS-QCBS / TOD Strategy consultant will be responsible to produce a detailed study on TOD along Yellow BRT corridor and advise on obtaining the benefits from TOD for efficient Yellow BRT operations.	IBRD / 89950	Development and Operationalization of a BRT System - Yellow Corridor	Prior	Quality And Cost Based Selection	Open - International		1,000,000.00	0.00	Pending Implementation	2020-11-02	2020-11-13	2021-01-11				2021-02-25	

INDIVIDUAL CONSULTANTS																		
Activity Reference No. / Description	Loan / Credit No.	Component	Review Type	Method	Market Approach	Contract Type	Estimated Amount (US\$)	Actual Amount (US\$)	Process Status	Terms of Reference		Invitation to Identified/Selected Consultant		Draft Negotiated Contract		Signed Contract		Contract Completion
										Planned	Actual	Planned	Actual	Planned	Actual	Planned	Actual	
PK-SMTA-197399-NC-RFB / Individual Consultant for Web Development	IBRD : 89950	Capacity Building and Technical Assistance	Prior	Individual Consultant Selection	Open		7,000.00	0.00	Pending Implementation	2020-12-01	2021-01-06			2021-01-08		2021-01-13		2021-07-12

Yawar Nabi &lt;cs.kmp.ylc@gmail.com&gt;

## Fwd: TORs of Senior Web Developer

2 messages

Project Director <pd.kmp.ylc@gmail.com>  
To: cs.kmp.ylc@gmail.com

Thu, Dec 3, 2020 at 1:20 PM

Dear. Mr. Yawar

Please go through the appended mail to prepare TORs for a Web Development firm as discussed in the email below and get back to me.

Regards.

----- Forwarded message -----

From: **Said Dahdah** <sdahdah@worldbank.org>  
Date: Mon, Nov 30, 2020 at 4:52 PM  
Subject: RE: TORs of Senior Web Developer  
To: Project Director <pd.kmp.ylc@gmail.com>  
Cc: Hasan Afzal Zaidi <hzaidi@worldbank.org>

Dear Imran Sb,

As I mentioned, we consulted with our IT colleague in the Islamabad office who advised that you hire a firm and not an individual for this work because a firm has specialized resources who work on the website development e.g. An individual developer can be very sound technically but he/she may not be a good Graphical designer which is equally important. Likewise there are many specialized areas in a website development.

We also advise that you outsource the **development, management and maintenance of the website under one multi-year contract**. This will ensure its full and un-interrupted operation irrespective of SMTA's IT team availability. You have the experience with Karachi Breeze that is no longer being updated anymore and we don't want to be in same position after 6 months.

You can go for a **4-years contract**, to match more or less the remaining period of the KMP project. The estimated value for this contract is \$15,000 (not much and you will be paying an individual similar amount). I am sure you can find a lot of these specialized firms in Pakistan and ask them for a quotation. Let's confirm with Haider the selection methodology so you adjust the procurement plan accordingly.

I can also share with you some names for specialized firms in this domain.

Below are our comments on the TORs- these are more of additions

### Deliverables

1. The developer will hand over full source code including all developed libraries to SMTA.
2. Develop a user manual and deliver a webinar for the support staff and system administrators to perform content upload, system maintenance and administration.

### Maintenance

1. Support and maintenance: Administrative and technical support, quality control for a period of 4 years.
2. The contracted web developer will maintain full backup of the web site through the duration of the maintenance contract.

### Security

The contractor will integrate all security protocols & certificates to ensure security of the website and to counter common cyber-attacks.

### Search Engine Optimization (SEO)

1. The contractor will ensure the search engine optimization
2. The SEO work will include:
  - a. Keyword research & analysis
  - b. Site analysis
  - c. Competitive analysis
  - d. Site content optimization
  - e. HTML code optimization
  - f. Search Engine submission (free search engines)
  - g. Link exchange
  - h. Web ranking report

### Mobile browsers compatibility

1. Browser compatibility. The site must be compatible with the current versions of the following browsers (Firefox, Internet Explorer, Edge, Safari, and Chrome)
2. The website must meet the standards to be mobile-friendly

### Branding Guidelines

Implement the Branding guidelines of SMTA and of the Karachi's Mass Transit System in particular

Next step would be to revise the TOR to reflect a firm contract and the above comments , then adjust STEP accordingly .

Please let me know if you need to discuss further.

Best regards

Said

From: Project Director <pd.kmp.ylc@gmail.com>  
Sent: Thursday, November 26, 2020 9:54 AM  
To: Said Dahdah <sdahdah@worldbank.org>  
Cc: Hasan Afzal Zaidi <hzaidi@worldbank.org>  
Subject: TORs of Senior Web Developer

[External]

Dear Mr. Said

Good Day

Hope you are doing well. Please find attached TORs of Senior Web Developer for web development of SMTA along with Yellow Line BRTS

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**Imran Bhatti**  
Project Director (Yellow Line BRTS)  
Karachi Urban Mobility Project  
Sindh Mass Transit Authority

Govt. of Sindh

+923002200275

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**Imran Bhatti**  
Project Director (Yellow Line BRTS)  
Karachi Urban Mobility Project  
Sindh Mass Transit Authority  
Govt. of Sindh  
+923002200275

Yawar Nabi <cs.kmp.ylc@gmail.com>  
To: Project Director <pd.kmp.ylc@gmail.com>

Thu, Dec 3, 2020 at 1:25 PM

Ok Sir.

[Quoted text hidden]

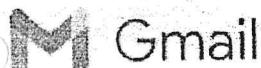
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Best Regards,

**Yawar Nabi**

Communication Specialist  
Karachi Urban Mobility Project (Yellow Line BRTS)  
Sindh Mass Transit Authority (SMTA)  
Govt. of Sindh  
+92 321 2009888  
cs.kmp.ylc@gmail.com





Yawar Nabi &lt;cs.kmp.ylc@gmail.com&gt;

## WEBSITE DEVELOPMENT FIRMS - LIST

Said Dahdah &lt;sdahdah@worldbank.org&gt;

Thu, Dec 17, 2020 at 4:47 PM

To: Project Director &lt;pd.kmp.ylc@gmail.com&gt;

Cc: "cs.kmp.ylc@gmail.com" &lt;cs.kmp.ylc@gmail.com&gt;, Haider Raza &lt;hrazza@worldbank.org&gt;, Rafay Ali Laghari &lt;rafay.laghari.smta@gmail.com&gt;, Financial Management Specialist &lt;fms.ylc.kmp@gmail.com&gt;, Qurat ul Ain Hadi &lt;qhadi@worldbank.org&gt;

Dear Mr. Imran,

Thank you for sending this procurement package.

The next steps are as follows:

1. Add the **Development and Maintenance of SMTA Website** to STEP under consultancy procurement following the CQS method ( Consultant's Qualification Based Selection). You already have this activity in STEP ( for an individual consultant) , so you need to edit it to change the Title , Selection method and Cost estimate, or cancel and do a fresh one ( whichever is easier in STEP). Please do that asap and submit it to us for NO. **We can't move forward with this procurement unless it is in STEP.** If you need use to give access to additional staff to use STEP, please let us know. At least 2 PMT staff should be familiar working with STEP.
2. The steps to follow are provided under paragraph 7.11 & 7.12 of the Procurement Regulations ( attached). The prescribed steps are:
  - a. The Borrower shall request expressions of interest (REOI), by attaching the TOR to the REOI. At least three qualified firms shall be requested to provide information about their relevant experience and qualifications. **We suggest you issue the REOI and TOR to the six firms that you prepared.** For REOI example , please use the REOI issued for the design consultant as a template and update it according to this contract- Yousuf should have the final version of that REOI it in word format.

Again this is formally done in STEP

- b. From the firms that have submitted an Eoi, the Borrower selects the firm with the best qualifications and relevant experience
- c. The Borrower prepare and invites the best qualified firm to submit its technical and financial Proposals for negotiations.

You need to prepare an RFP , same as the REOI please use our standard template for RFP for Consulting Services.

Please let us know if you have any question.

Regards

Said

From: Project Director <pd.kmp.ylc@gmail.com>

Sent: Tuesday, December 15, 2020 9:25 AM

To: Said Dahdah <sdahdah@worldbank.org>

Cc: cs.kmp.ylc@gmail.com; Haider Raza <hraza@worldbank.org>; Rafay Ali Laghari <rafay.laghari.smta@gmail.com>; Financial Management Specialist <fms.ylc.kmp@gmail.com>; Qurat ul Ain Hadi <qhadi@worldbank.org>

Subject: Fwd: WEBSITE DEVELOPMENT FIRMS - LIST

[External]

Dear Mr. Said

Greetings.

please find attached a gist of shortlisted firms doing web development business in Karachi along with the list of firms received from you. TORs of such web development firms are also appended to this email. On the cost side it is understood that USD 20,000.00 will be fair enough for this web development component.

regards.

----- Forwarded message -----

From: Yawar Nabi <cs.kmp.ylc@gmail.com>

Date: Mon, Dec 14, 2020 at 3:45 PM

Subject: WEBSITE DEVELOPMENT FIRMS - LIST

To: Project Director <pd.kmp.ylc@gmail.com>

Dear Sir,

I have prepared a list of all 6 shortlisted firms and their website development projects. Please review the document, we should forward all company credentials to the World Bank Team for their further feedback.

Creative Chaos - Agency Credentials 2018 v 1.0 ...

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**SINDH MASS TRANSIT AUTHORITY  
KARACHI MOBILITY PROJECT (KMP)**

**TERMS OF REFERENCE**

**Design, Development & Maintenance of a Website for SMTA**

**BACKGROUND**

The Sindh Mass Transit Authority was established in October 2017 under the Sindh Mass Transit Authority Act, 2014. The SMTA was created with the purpose of planning, developing, operating, maintaining and regulating mass transit systems in the Province of Sindh. Its core function is to provide safe, efficient, affordable, sustainable and reliable mass transit systems.

The World Bank is financing the Karachi Mobility Project –Yellow BRT Corridor whose objective is to improve mobility, safety and accessibility along the Yellow Corridor which is one the Bus Rapid Transit (BRT) Corridors identified under the Karachi Urban Transport Master Plan of 2030.

KMP is being implemented by a Project Management Team (PMT) under SMTA. The PMT intends to use some of the loan proceeds to finance the development and maintenance of a modern website for SMTA.

**OBJECTIVE**

As SMTA transitions from its first phase to its second phase of implementation, there is a need for a new dynamic website with strong functionalities and attractive content display that can be easily navigated by a variety of user groups and that functions as a dynamic, up-to-date data/information portal.

The aim for the new website development proposed in this ToR is to address this need. For this task, the SMTA is inviting proposals from reputable and qualified companies with a track record of success in designing and producing digital solutions to develop new templates for the website.

**STAKEHOLDERS**

The intended users of the website include, but are not limited to the following:

1. SMTA and its Staff
2. Government of Sindh and other related departments
3. Authorities and Various Bodies – such as N.H.A, KMC, KDA , D.H.A & CBC etc
4. Utility service Provider
5. Contractors, Consultants & Vendors
6. Private Transport Companies

7. Law enforcing agencies
8. The General Public
9. Funding Agencies
10. Environmental & Social Activist
11. Media

## **SCOPE OF WORK**

- Design the SMTA website with a new visual look and enhanced functionalities to provide a better experience to users.
- Develop a Content Management System (CMS) that allows to integration of Monitoring & Evaluation data in the new website;
- Develop a user manual and train the SMTA team to perform content upload, system maintenance and administration;
- Provide administrative and technical support and quality control for a period of 4 Years;
- Handover full source code including all developed libraries to the SMTA.

## **Website Development:**

### **1. Technical specifications**

Following the SMTA's branding guidelines, the winning company is expected to design a **new website** capturing the following functionalities:

- The company will develop a graphic concept and the visual language (typography, colors, pictures, graphs and general appearance) of the new website;
- The website shall be fully functional for any type of device– desktop/laptop computers as well as hand-held devices such as tablets and mobile phones;
- The website shall load fast, taking into consideration various connectivity conditions in the country, be interactive and easy to navigate;
- The front end or the web application shall use HTML 5, css3 and the modern front-end frameworks;
- The website shall have a proper complaint system (Grievance Redress System) which will be integrated and regulated in accordance to World Bank's Grievance Redress Service.
- Consistent visual language shall be used on the new site by introducing fixed styles in templates, ensuring consistency in fonts, formatting, icons, images, layout techniques;
- Standard page elements including header, footer, tabs, persistent navigation, contact us, email and page print options shall be included in the template designs;
- The website shall come with good text, image and video display modules;
- The vendor shall create responsive CSS and graphic design elements for the website.
- The website shall have advanced search functions that can list out and avail all searched files;
- The website shall have different templates for different menus;

- The website shall have the ability to link content and to add blog posts;
- The website shall have tabbed content areas that allow visitors to see news, popular articles, latest articles, most commented articles, etc.;
- Social media shall interface seamlessly with the website to make SMTA visible to the world and to boost website traffic. There shall be a link on the website that leads to current popular and trusted social media channels to share contents that are on the website;
- The page shall be able to embed code from websites such as You Tube, Vimeo/sound cloud etc.;
- The page shall have a clear navigation path to find archived text, video and image content posted by SMTA. It shall also have a view of all publications that can be filtered by category;
- The new site shall preferably be built in a Content Management System (CMS);
- The website shall be hosted on Cloud Server, so that security updates and backups can be handled at the host's end, or alternatively, equally suitable solutions shall be presented;
- The site shall be compatible with various browsers including IE11+, Mozilla Firefox, Chrome, Opera, Safari;
- The website shall have direct mailing facility and subscription for the SMTA Newsletter;
- The design shall include the configuration of Google analytics so that the SMTA will be able to track website visits and visitors (e.g. see how many people are coming to our website, from where, how long they're staying and much more);
- The site shall include a search function by news, type of publication, type of resource, events and others;
- SMTA's content editor shall have the ability to add and edit meta data.
- Website Development company will provide complete hosting and domain registration within this agreement for 4 Years agreement time.

## **2. Maintenance**

- Support and maintenance: Administrative and technical support, quality control for a period of 4 years.
- The contracted web developer/ web Development Company will maintain full backup of the web site through the duration of the maintenance contract.
- The contracted web development company will assist with content update when the changes that have to be made are not possible from the CMS user interface. It should be endeavored that as much changes as possible be made from the CMS user interface, including the website's current functionality to add/customize and operate online voting modules etc.
- The contracted web development company will maintain full backup of the web site through the duration of the contract. The backup, code and source files will be delivered in full to client on closing of the contract.
- The contracted web development company will have an automated testing system that will keep a check for broken hyperlinks on the site.

- The contracted web development company will verify regularly that the site is up and running, and will revert to the back up whenever necessary.
- Monitor the server logs to see most popular pages and downloads and generate regular reports.

### **3. Search Engine Optimization (SEO):**

- The contractor will ensure the search engine optimization and the work will include;
- Keyword research & analysis
- Site analysis
- Competitive analysis
- Site content optimization
- HTML code optimization
- Search Engine submission (free search engines)
- Link exchange
- Web Ranking report

### **4. Security:**

The contractor will integrate all security protocols & certificates to ensure security of the website and to counter common cyber-attacks.

- Spam Control: The solution should provide an automated challenge system that reduces the number of spam comments/posts that either need moderation or slip through filtering mechanisms.
- The design of the solution should adhere to security best practices, for example: passwords should not be stored in plain-text; all form data should be validated.
- Secured & Authenticated Web Access - Web solution should be secured in accordance with current best practices, for example through the use of an SSL Certificate and appropriate access control methods.

### **5. Branding Guidelines:**

Implement the Branding guidelines of SMTA and of the Karachi's Mass Transit System in particular.

### **6. Process:**

- The successful company will participate in briefing sessions with SMTA team to understand the overall project and expectations;
- Based on the briefing session and the ToR document, the company shall develop a layout design concept for the site. The company will share a maximum of three (3) proposals with the SMTA team;
- The company shall adjust the concept based on feedback and comments from the SMTA;

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- The company shall develop the visual concept and language for the site adapting it to the different components outlined in the section 'Scope of Work' and adjusting it based on feedback and comments from the SMTA;
  - Development of web sections and content upload;
  - Final approval by the SMTA.
  - Test the site before the website goes live.

### **QUALIFICATIONS:**

Vendor should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- Be a reputable firm with at least 6 years of prior demonstrable experience designing visually appealing and navigation friendly websites;
- Familiarity and relevant experience in using different Content Management Systems (CMS);
- Have a broad knowledge of current web development technologies and design tools in the field, and new software and other web programming languages and programs including use of HTML, XHTML, CSS, XML, XSLT, PHP, Java, Asp.Net;
- Have excellent knowledge of recent trends in graphic design, websites, including online video publishing and social media networking;
- Demonstrate the ability to create innovative and visually appealing design.

### **TEAM COMPOSITION:**

Key professional staff qualifications and competence needed for the assignment:

**Lead developer:** The lead developer is responsible for the overall development process and assures that all code contributed is in line with coding standards. The lead developer has extensive experience (at least four years) in programming and CMS development.

The lead developer should be an expert in the following scripting and coding languages and standards: PHP/ASP.net, AJAX, Java Script, HTML (including version 5), CSS (including version 3). The lead developer is an expert in the use and configuration of the below applications: Word Press CMS, MySQL Database and Apache web server OR ASP.net, MSSql Database and IIS web server. Experience with other related applications is an advantage.

The lead developer should be an expert in the use and configuration of the below products and techniques: Search engine optimization, Google Webmaster tools, Google developer tools, Mobile device adaptation.

**Graphic designer:** The vendor will have a team of graphic designers with prior experience on designing websites with a solid portfolio of at least 5 years of experience.

**Graphical integrator:** The graphical integrator supports the development team with the integration of graphic design and CSS elements. The graphical integrator has at least four years of experience with the CMS integration of responsive CSS and graphic design. The graphical integrator is an expert in the below scripting and coding languages and standards:



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HTML (including version 5), CSS (including version 3), PHP/ASP.net, Java Script (including JQuery).

**DELIVERABLES AND TIMELINE:**

<b>Deliverables</b>	<b>Deadline( from contract signing)</b>
Submit an inception report	2 weeks
Finalize front-end development	4 weeks
Finalize back-end development	6 weeks
Integrate the website Front end with CMS	8 weeks
SIT (System Integration Testing)	9 weeks
UAT (User Acceptance Testing)	12 weeks
Final Changes in the system	14 weeks
Develop a user manual and train the SMTA team	16 weeks
Handover full source codes to SMTA	18 weeks
Provide service after website has become operational for the contract period	<b>Continuous for 4 years</b>

**SELECTION METHOD:**

Selection will be made in accordance with the Consultants Qualifications based Selection method (CQS) set out in the World Bank Procurement Regulations (Procurement in Investment Project Financing, Works, Non-Consulting and Consulting Services dated July 2016 revised November 2017 and August 2018. National Competitive Bidding market approach will be used for hiring the services of an Individual firm.

SMTA through the Project Management Team of the Karachi Mobility Project is requesting expressions of interest from selected firms to provide information about their relevant experience and qualifications in response to these Terms of Reference.

Yawar Nabi &lt;cs.kmp.ylc@gmail.com&gt;

## Fwd: Comments on Terms of Reference submitted by SMTA for Pakistan - P166732 - Karachi Mobility Project - PK-SMTA-219016-CS-CQS - Design and develop a

Project Director <pd.kmp.ylc@gmail.com>  
To: Yawar Nabi <cs.kmp.ylc@gmail.com>

Fri, Feb 19, 2021 at 12:56 PM

please proceed.

----- Forwarded message -----

From: **STEP Admin** <noreply@worldbankgroup.org>

Date: Fri, Feb 19, 2021 at 12:10 PM

Subject: Comments on Terms of Reference submitted by SMTA for Pakistan - P166732 - Karachi Mobility Project - PK-SMTA-219016-CS-CQS - Design and develop a

To: <pd.kmp.ylc@gmail.com>

Cc: <director.infra.smta@gmail.com>, <haza@worldbank.org>, <sshah17@worldbank.org>, <pd.kmp.ylc@gmail.com>, <hzaidi@worldbank.org>, <sdahdah@worldbank.org>

Dear Mr. Imran,

Thank you for submitting the TOR in STEP. This is a post-review activity so we will be sending you comments on each step as and if needed.

We have no Objection on the TOR . Please go ahead and progress with the next steps.

Please note that the agreed procurement selection method is CQS (Consultant's Qualification based Selection) which is elaborated within the applicable Procurement Regulations. For your ease of reference, we are reproducing the same for guidance:

### Consultant's Qualification-based Selection

7.11 The Borrower shall request expressions of interest (REOI), by attaching the TOR to the REOI. At least three qualified firms shall be requested to provide information about their relevant experience and qualifications. From the firms that have submitted an EOI, the Borrower selects the firm with the best qualifications and relevant experience and invites it to submit its technical and financial Proposals for negotiations. Advertisement of REOIs is not mandatory.

7.12 CQS is appropriate for small assignments or Emergency Situations in which preparing and evaluating competitive Proposals is not justified.

Best regards

Said

STEP System Users - [Click here](#)

Bank Users - [Click here](#)

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**Imran Bhatti**  
Project Director (Yellow Line BRTS)

# SHORTLISTED FIRMS FOR WEBSITE DEVELOPMENT

No.	Firm / Web Developer Name	Address / Contact Details	Website Development Projects	Remarks
1.	BRANDIT Pvt. Ltd. – <a href="http://www.brandit.com.pk">www.brandit.com.pk</a>	OFFICE 301 3RD FLOOR, PLOT 44C Lane 12, D.H.A Phase 6 Bukhari Commercial Area Phase 6 Defence Housing Authority, Karachi, Karachi City, Sindh 75500  021-35850001-2  <a href="mailto:marketing@brandit.com.pk">marketing@brandit.com.pk</a>	1. J.B SAEED - corporate website & online store design & development <a href="https://www.jbsaeedhome.com/">https://www.jbsaeedhome.com/</a> 2. FABBITT - revamped the complete website's UI and UX <a href="https://fabbitt.com/">https://fabbitt.com/</a> 3. ODHO Consultancy - Complete website design, development including UI & UX <a href="http://odhoconsultancy.com/">http://odhoconsultancy.com/</a>	
2.	Centangle Interactive Pvt. Ltd.  <a href="mailto:hello@centangle.com">hello@centangle.com</a>	3rd Floor, CIS Technology Park, Shahrah-e-Jamhuriat, G-5/2, Islamabad, PAKISTAN  +92 51 282 5565	1. SHOPOBER – Point of Sale(POS) Solution for desktop, mobile and tablets <a href="http://www.shopober.com">www.shopober.com</a> 2. FOLK VIRSA – Web & Mobile Apps <a href="http://www.folkvirsas.com">www.folkvirsas.com</a> 3. SAJIL – Cloud & Desktop based ERP system for Gilgil-Baltistan & Chitral <a href="http://www.sajil.net">www.sajil.net</a> 4. GOREMEMBERME – Social Crowdsourcing WEB APP Development <a href="http://www.gorememberme.com">www.gorememberme.com</a> 5. DRILLGAPP – SAAS-Based WEB App Development <a href="http://www.drillingapp.com">www.drillingapp.com</a>	
3.	SPARKATIVE	12FCC-Syed Maratab Ali Road Gulberg IV, Lahore <a href="mailto:info@sparkative.co">info@sparkative.co</a> +92-345-8599375	Clients: Beauty Hooked, Coca Cola, Autotash, By the Way, Unze London, Shangrila Hotels, University of Alberta	
4.	Viftech Solutions Pvt. Ltd.  <a href="http://www.viftech.com">www.viftech.com</a>	Plot # 32/33, Sector 23, Korangi Industrial Area, Karachi, Pakistan +9221-35122741 +9221-35122742	1. Khairpur Sugar Mills Ltd <a href="http://www.khairpursugar.com.pk">http://www.khairpursugar.com.pk</a> 2. Igloo Icecream <a href="http://www.igloofun.com">www.igloofun.com</a> 3. Pakistan Broadcasters Association	

5.	<p><b>Creative Chaos</b></p> <p><a href="https://creativechaos.co/">https://creativechaos.co/</a></p>	<p>2nd Floor, Al-Karam Center Plot BC-1, Khayaban-e-Iqbal Rd, Block 7 Zone A Block 7 Clifton, Karachi, Karachi City, Sindh</p> <p>021 111 111 426</p>	<p><a href="http://www.pba.org.pk">www.pba.org.pk</a></p> <p>1. <b>JAZZ</b> - Re-launch of the largest Telco in Pakistan UX consulting Digital Strategy UI, UX Design UX development Social Media   Maintenance Monitoring</p> <p>2. <b>Coca-Cola</b> - Designed and developed on the latest version of .NET Nuke platform, we built a multi-lingual website that delivers a seamless experience for visitors across the region that include multiple set of audiences.</p> <p>3. <b>GoPro</b> – Responsive Design User Research Market Analysis  UI/UX Design</p> <p>4. <b>Diamond E-Com</b> - establishing an e-commerce portal that is based on TG profiling and needs and delivers a superlative user experience</p> <p>5. <b>K-Electric</b> - website was designed to ensure it catered to the different audiences the organization needed to target UX Consulting UI/UX Design UX development</p> <p>6. <b>Agha Khan University</b> - latest web design &amp; development trends with the User Experience at its core. UX Consulting   UI/UX design   Maintenance Monitoring</p>	
6.	<p><b>Synite</b></p> <p><a href="http://synitedigital.com/">http://synitedigital.com/</a></p>	<p>501, Syednaa Taher Saifuddin, Memorial Foundation, Civil Lines, Beaumont Road, Karachi. 75530, Pakistan. +92 21 35224741-3</p> <p>Omer.khawaja@synitedigital.com</p>	<p>1. <b>Faysal Bank</b></p> <p>2. <b>HRSG outsourcing Pvt. Ltd.</b></p> <p>3. <b>HiSense</b></p> <p>4. <b>Honda</b></p> <p>5. <b>Standard Chartered</b></p> <p>6. <b>Super Asia</b></p> <p>7. <b>Sindh Bank</b></p>	



Sindh  
Mass Transit  
Authority

## REQUEST FOR EXPRESSIONS OF INTEREST – SELECTION OF CONSULTANTS



### Procurement of Consulting Services (Firm) for Design, Development and Maintenance of a WEBSITE for SMTA (Karachi Mobility Project)

**Name of Country:** Islamic Republic of Pakistan

**Name of Project:** Karachi Mobility Project – Yellow BRT

**Loan No:** IBRD 8995-PK

**Reference No.** PK-SMTA-219016-CS-CQS

**Client:** Sindh Mass Transit Authority (SMTA), Government of Sindh

The Islamic Republic of Pakistan has received financing from the World Bank toward the cost of the Karachi Mobility Project – Yellow BRT, and intends to apply part of the proceeds for consulting services for Design, Development and Maintenance of WEBSITE for SMTA.

The consulting services (“the Services”) include;

To develop and design a comprehensive Website that creates awareness and visible web presence for SMTA and its on-going projects and also offers functionality and accessibility over various digital and social media platforms.

The main areas of work will be;

- Design the SMTA website with a new visual look and enhanced functionalities to provide a better experience to all stakeholder groups;
- Develop a Content Management System (CMS) that allows to integration of Monitoring & Evaluation data in the new website;
- Develop a user manual and train the SMTA team to perform content upload, system maintenance and administration;
- Provide administrative and technical support and quality control for a period of 4 Years;
- Handover full source code including all developed libraries to the SMTA.

The services are to be started by July 2021 and the duration of the services are Four (4) years from the day of the signing of the contract. This period includes design & development period as well. The detailed timeline of deliverables is mentioned in the Terms of References.

The detailed Terms of Reference (TOR) for the assignment are available here:  
<http://bit.ly/3uiK4fL>

The Project Management Team, Karachi Mobility Project, Sindh Mass Transit Authority, Government of Sindh now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the required services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria is as under:

NO.	CRITERIA
1.	<b><u>Track Record:</u></b> Firm's corporate capacity and profile for minimum of last 5 years [Core business areas, policies, vision & mission, experience in website development, achievements]. The consultant must never have been black-listed by any client or have left any project incomplete. Company brochure/credentials may be forwarded.
2.	<b><u>General Technical Experience:</u></b> Proven general experience of providing design and development of websites for the past 5 years. The consultants should be able to demonstrate the successful completion of at least 3 projects.
3.	<b><u>Specific Technical Experience:</u></b> Relevant experience of working in the public sector of high-quality development or consultancy projects, at least 03 Projects successfully completed in last 5 years (contracts starting from Dec 2015 onwards). The contract value of each contract should be Rs. 5.0 Million or more.
4.	<b><u>Overall Management Capacity:</u></b> Consultants are required to demonstrate strong technical and managerial staff employed by them.

The attention of interested Consultants is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" published on April 2017 – Second Edition ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. The Borrower shall not disclose information provided by Consultants in their Proposals, which they have marked as confidential. This may include proprietary information, trade secrets and commercial or financially sensitive information.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Consultant Qualification Selection Method (CQS) method set out in the World Bank's Procurement Regulations for IPF Borrowers Fourth Edition (November 2020).

Further information can be obtained at the address below during office hours: i.e. [09:00 – 17:00]

Expression of interest must be delivered in written form to the address below (in person, by courier, or through e-mail) by \_\_\_\_\_.

**SINDH MASS TRANSIT AUTHORITY**

Attention: Project Director

D-43 & D43/1, Shahra-e-Ghalib, Block-2, Clifton,  
74550, Karachi, Pakistan.

Tel: +92 21 99332208 | +92 21 99332911

E-mail: [pd.kmp.ylc@gmail.com](mailto:pd.kmp.ylc@gmail.com)